

OFFICE OF THE SURGEON GENERAL



**For the Period
October 1, 2004 to September 30, 2005**

Appointed in 2003 by Michigan Governor Jennifer M. Granholm, Dr. Kimberlydawn Wisdom is the first state-level surgeon general in the nation. As Michigan's leading public health advocate, Dr. Wisdom is charged with addressing Michigan's health status and engaging constituencies and partners to improve it.

This DCH boilerplate report for Section 651 of P.A. 154 of 2005, summarizes the activities and efforts of the surgeon general to improve the health status of the citizens of this state with regard to the goals and objectives stated in the *Healthy Michigan 2010* report, and the measurable progress made toward those goals and objectives. Healthy Michigan 2010 aligns Michigan's health status goals with the Healthy People 2010 goals for the nation, as addressed through four strategic priority areas in the Surgeon General's *Prescription for a Healthier Michigan*.

Table of Contents

State of Michigan: Office of the Surgeon General.....	3
Strategic Priority: Promoting Healthy Lifestyles.....	4
Strategic Priority: Promoting Families.....	11
Strategic Priority: Protecting Communities.....	13
Strategic Priority: Eliminating Health Disparities.....	15
Special Events and Recognitions.....	17

Office of the Surgeon General – FY 2005 Report

State Of Michigan – Office of the Surgeon General

Appointed in 2003 by Michigan Governor Jennifer M. Granholm, Dr. Kimberlydawn Wisdom is the first state-level surgeon general in the nation. She is Michigan's leading public health advocate, charged with addressing Michigan's health status and engaging constituencies and partners to improve it. The Surgeon General's leadership resulted in the release of *Healthy Michigan 2010: Surgeon General's Health Status Report*, an evidence-based scientific report documenting Michigan's current health status, and aligning Michigan's health status goals with the *Healthy People 2010* goals for the nation. Her role is key to monitoring *Healthy Michigan 2010* indicators and mobilizing change to improve health status.

Healthy Michigan 2010 provides the foundation for the *Prescription for a Healthier Michigan*, the Surgeon General's call to action for all Michigan residents to create a social movement of behavioral, policy and environmental change. In the *Prescription*, Dr. Wisdom challenges community stakeholders to embrace prevention practices and invest in a prevention-focused health improvement agenda. She identifies four strategic priorities:

- Promoting Healthy Lifestyles
- Protecting Families
- Protecting Communities
- Eliminating Health Disparities

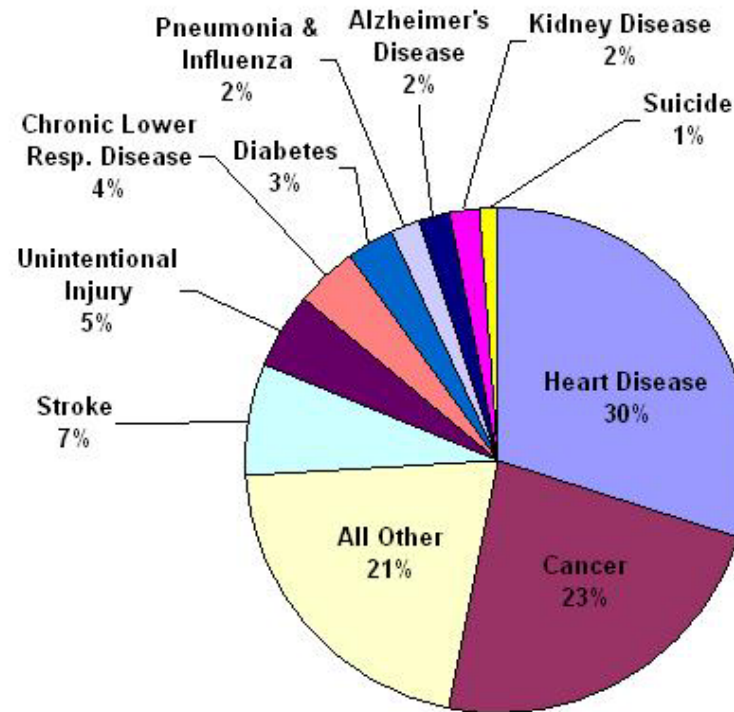
This report on the Office of the Surgeon General presents the highlights of the Surgeon General's efforts to improve the health status of Michigan's citizens, reporting on FY 2005 activities and measurable progress made towards addressing the goals identified in the four strategic priority areas of the *Prescription for a Healthier Michigan*.

Office of the Surgeon General – FY 2005 Report

Strategic Priority: Promoting Healthy Lifestyles

Michigan Steps Up! is the Surgeon General's healthy lifestyles initiative in collaboration with the Michigan Department of Community Health. With its motto, "Move More, Eat Better, Don't Smoke," the campaign uses a multi-tiered strategy to empower individuals and communities to reduce health risk factors in the areas of physical activity, healthy eating and tobacco cessation and control. Such efforts, building on pathfinding work of the DCH, were designed to address the etiologic factors that contribute to the leading causes of death and soaring health care costs. Michigan has an unacceptably high ranking nationally for heart disease mortality; ranks number two in diabetes mortality, and is seventh highest in smokers.¹ About 61% of Michigan residents overweight or obese.²

Leading Causes of Death, Michigan Residents, 2002



Source: MDCH Vital Statistics

¹ National Center for Chronic Disease Prevention and Health Promotion, Centers for Disease Control and Prevention (CDC). 2003. Prevalence Data.

Office of the Surgeon General – FY 2005 Report

- 2 2004 Behavioral Risk Factor Survey: Health Risk Behaviors in the State of Michigan. Epidemiology Services Division, Michigan Department of Community Health.

Campaign components include an interactive website, community competitions and recognition programs, and “local-motion” at the city-county level focused on behavior change, policy development, and creating a healthier built environment. The *Michigan Steps Up!* campaign has engaged the five stakeholder groups - businesses, schools, healthcare organizations, faith-based organizations, and communities - in creating a social movement to achieve healthier lifestyle goals. In FY 2005, more than 400 organizational stakeholders had joined *Michigan Steps Up!* (see Appendix I).

- **Michigan Steps Up! Website**

The Michigan Surgeon General website (www.michigan.gov/surgeongeneral) launched in February 2005 had received 47,823 logged visits by the end of FY 2005. In addition, 8,168 people had completed customized online personal health plans on the linked *Michigan Steps Up!* website (www.michiganstepsup.org). The website is interactive and user-friendly, containing tools to help everyone improve their health, including personal planning tips to set and track goals, free healthy recipes and snack ideas, ideas for making healthy choices when eating out, daily health tips, and links to hundreds of health-related resources. Various stakeholder groups have incorporated the website as a key resource in their health promotion efforts.

Surgeon General website hits and personal plan enrollments with the *Michigan Steps Up!* program track increased awareness of personal health issues and commitment to change, and mobilize action around key health issues by Michigan’s citizens. Former U.S. Surgeon General C. Everett Koop’s efforts with social marketing and policy change around tobacco control are benchmarked as evidence of the power of media advocacy and organized community intervention to achieve wise public policies and social reform.

- **Healthy Lifestyle Community Competitions & Recognition Programs**

To date, the Office of the Surgeon General has launched three pedometer-based walking challenges to promote physical activity and a healthy lifestyle to various groups across Michigan. The premise behind each competition is to provide incentives for individuals and teams to increase their daily activity by monitoring the number of steps they take in a day using a pedometer and a website to log their steps and see how they compare to others. The Surgeon General promotes 10,000 steps a day, although any improvement from an individual’s average level of activity is encouraged. Two competitions took place in FY 2004 – the *Legislative Health Challenge* and *Walk by Faith* Pedometer Challenge.

In FY 2005, a third *Michigan Steps Up!* walking challenge – the “Public Health Steps Up” Challenge, was in full gear. Launched on September 6, 2004 (the day of the Mackinac Bridge Walk/Run), the Challenge continued through December 26, 2004. The Surgeon General charged public health employees across Michigan to serve as role models for healthy lifestyles by

Office of the Surgeon General – FY 2005 Report

participating in this challenge. Participants included: employees at Michigan's 45 local health departments, the Michigan Department of Community Health (MDCH), the Michigan Public Health Institute (MPHI), and the Michigan Association for Local Public Health (MALPH).

A total of 2,471 employees registered for the challenge. By the end of the 16-week program, participants logged a total of 802,525,762 steps. Huron County Health Department won the Challenge. Its 11-member team had the highest participation rate (99.4%) of all teams. Together, the team logged a total of 12,651,715 steps, which equals approximately 6,326 miles (based on an average calculation of 5 miles per 10,000 steps).

The Office of the Surgeon General conducted a post-Challenge evaluation to collect information about participant involvement, participant behavior change, the Challenge website, and other aspects of the Challenge. Respondents to the survey evaluation were asked to report the number of minutes of moderate to vigorous activity in which they were engaged in a typical day before the Challenge began and after the Challenge ended. As hoped, the number of respondents reporting 20 to 39 minutes of activity per day increased from Pre- to Post- Challenge (from 40% to 49%), while the number of respondents reporting less than 20 minutes per day decreased (from 38% to 23%). Additionally, the number of respondents reporting 40 minutes to one hour of activity per day also increased (from 12% to 19%).

On April 9, 2005, the Surgeon General joined the Wellness Council of the Upper Peninsula (WELCUP), representatives from the cities of Hancock and Houghton, and hundreds of community members to kick off the "Get Moving UP" program with a two-mile "Walk with Wisdom." "Get Moving UP" is a physical activity program that encourages people to take part in at least 30 minutes of physical activity most days of the week over a nine-week period.

The Surgeon General also launched the *Michigan Steps Up!* "Get Caught Walking" campaign, a statewide physical activity initiative for seniors, on August 3, 2005, with special events in Detroit, Flint, Grand Rapids, Kalamazoo and Lansing areas. Sponsored by Pfizer Inc., "Get Caught Walking" engaged radio-station and senior center partners throughout the state. Seniors "caught walking" won local prizes, such as fitness club memberships and more, and were invited to complete the Mackinac Bridge walk with the Michigan Governor and Surgeon General on Labor Day, September 5, 2005.

In April 2005, the West Michigan Whitecaps CEO and Managing Partner announced a partnership between the Office of the Surgeon General and the Whitecaps to promote *Michigan Steps Up!* Throughout the team's 2005 season, the Whitecaps promoted the campaign with live radio interviews, advertisements during broadcasts, in-game promotions, fan contests, ticket giveaways, and more.

Office of the Surgeon General – FY 2005 Report

The Detroit Pistons and Detroit Shock also were visible partners during the 2005 season, helping launch the *Michigan Steps Up!* website and promoting the campaign through advertisements on the team website, in-game promotions, announcements during game broadcasts, and debuting the “Steps to Success” program featuring Dr. Wisdom and athlete role models.

- **Businesses Promoting Employee Health**

The Healthy Businesses initiative was launched on August 23, 2005 with the Small Business Association of Michigan (SBAM). The Surgeon General urged businesses across Michigan to make small changes in their environment and policies to make it easier for employees to be healthier at work. The initiative aims to ultimately increase productivity and morale, and to reduce employee and employer health care costs. Michigan businesses of all sizes now have access to low- and no-cost effective strategies that can assist them in promoting good health, including:

- Assessment tools that suggest changes for a healthier worksite;
- Free, confidential employee Health Risk Appraisals (HRAs) that can provide employees and employers with useful health information (see “Calling on Michigan’s Healthcare Community,” below);
- Incentives to make at least one change over the next 12 months that supports healthy lifestyles at the worksite;
- Low- or no-cost ways to support healthy lifestyle choices; and
- Contact information for businesses with exemplary health promotion programs.

Over 50 business organizations have demonstrated a strong commitment to healthy worksite environments, and are committed members of the Healthy Business Workgroup. Members represent various sectors of the business community, including chambers, associations, healthcare, manufacturing, service, non-profits, universities, local and state governments and unions.

With stakeholders representing GM, Compuware, SBAM, local Chambers of Commerce, the University of Michigan, Michigan State University and other employers, the Healthy Business Workgroup worked diligently to identify and create evidence-based tools and resources for Michigan businesses. One such resource is the Designing Healthy Environments (DHEW) Assessment Tool, assisting worksites in developing policies and environments that support healthy lifestyles. Launched in August 2005, three worksites had completed the assessment by September 2005; seven additional worksites had registered for the assessment during this time period.

Another key product from the Workgroup is the Worksite Wellness Chronicles, highlighting businesses around the state that have implemented activities or policies to create a healthier workforce. These Chronicles are posted on the *Michigan Steps Up!* website.

Office of the Surgeon General – FY 2005 Report

The Workgroup also has encouraged businesses to use the free and confidential Health Risk Appraisal (HRA) available on the website. Employers are able to receive worksite-specific reports after employees complete the HRA. Originally purchased through the University of Michigan (U of M), the tool is now made available to *Michigan Steps Up!* without charge by U of M in a true community partnership. 979 Health Risk Appraisals were completed during FY 2005.

- **Healthy Schools Create Healthier Students**

The Healthy Schools initiative, another *Michigan Steps Up!* component, was launched on September 21, 2005. The goal is to encourage Michigan schools to promote physical activity, healthy eating, and a tobacco-free lifestyle to students and staff. The initiative aims to engage 30 state-level school and community organizations and at least 400 schools (10% of schools in Michigan) to implement a healthy school environment by establishing Coordinated School Health Teams, completing the Healthy School Action Tool (HSAT), and joining Michigan Team Nutrition and Michigan Action For Healthy Kids associations by 2007.

The Healthy School Action Tool (HSAT) was developed to help schools assess whether their school environment offers consistent messages about the importance of healthy eating, physical activity and a tobacco-free lifestyle, and opportunities for students to make healthy choices. HSAT may also assist in writing the district local wellness policy. This tool has been posted by MDCH at www.mihealthtools.org, and reflects the synergy and strong working relationship between MDCH and other key organizations. Michigan Action for Healthy Kids has trained HSAT facilitators during the past year, and continues to offer regional HSAT facilitation trainings for individuals looking to help schools complete HSAT. 75 schools completed the HSAT during FY 2005.

The Michigan Surgeon General's Healthy School Environment Recognition Program was launched in September 2005 in collaboration with Michigan Action for Healthy Kids. An online application was made available and 225 schools would apply, with 30 to be recognized at an April 2006 event. The program is designed to recognize and applaud Michigan schools that have taken significant steps to make their environment healthier.

- **Calling on Michigan's Healthcare Community**

The Healthcare Stakeholder Group of *Michigan Steps Up!* focuses on providing strategies to help healthcare professionals promote the campaign messages of moving more, eating better, and not smoking to their patients. A group of more than 50 Healthcare stakeholders, led by the Michigan Health and Hospital Association Health Foundation and the Michigan State Medical Society (MSMS), has focused on:

- Working with the Healthy Business Workgroup to provide an online Health Risk Assessment;
- Offering a recognition event for healthcare clinicians and organizations;

Office of the Surgeon General – FY 2005 Report

- Supporting strategies addressing prevention services in primary care;
- Pilot-testing a systems change project for primary care; and
- Developing tools to enhance prevention services.

The Healthcare Group offers a free, confidential Health Risk Assessment (HRA) through the *Michigan Steps Up!* website. The HRA, developed by the U of M Health Management Research Center and launched in 2005, is a scientific tool that provides individuals with a report on their health risks, based on their answers to the HRA questions. Individuals can print out a personal copy of their results (surveying health history, health practices and preventive screenings), as well as a copy for their healthcare provider. Physicians as well as employers are encouraged to promote the HRA to their patients/employees.

Another important effort of the Healthcare Group is the Primary Care Initiative (PCI) for a Healthier Michigan. The PCI is a statewide, broad-based group of key stakeholders – including about 100 healthcare leaders, practitioners, academicians, decision makers, policy makers and public health professionals (see Appendix II) – convened to enhance the system of delivery of patient prevention services and the management of chronic disease and/or other conditions in primary care settings throughout Michigan. The PCI focuses on physical activity, healthy eating, tobacco reduction and control, and asthma and diabetes management. The PCI has identified five major system barriers to address and workgroups have been established to develop a strategic plan concentrating on these areas. Strategic plans for the five workgroups were reaching completion at the end of FY 2005, and focus on the following five major system barriers:

- 1) Utilization of Professionals and Community Resources;
- 2) Coordinated Access to Comprehensive Health Information;
- 3) Payment system and Reimbursement Structure;
- 4) Multiple Guidelines; and,
- 5) Enhancing Health Promotion in Patient Encounters.

The Healthcare Group has produced several tools to support prevention services, including: a Healthy Lifestyles Prescription, a Patient Health Record, a Preventive Care Flow Chart, and “An Ounce of Prevention... Why Investing in Prevention Pays” pamphlet. Healthcare providers are further encouraged to incorporate prevention messages and information into routine care by adopting a number of evidence-based prevention tools available online through MSMS and *Michigan Steps Up!*

The Healthcare Group also has created a special program to express appreciation to healthcare providers for their outstanding performance in promoting healthy lifestyles and disease prevention. Thirteen provider organizations were recognized for FY 2005 performance after applying for the *Michigan Steps Up!* Healthcare Recognition.

Office of the Surgeon General – FY 2005 Report

- **Faith-Based Stakeholders Link Body and Spirit**

The interdenominational collaborative network of faith-based organizations has been committed to proactively implementing effective programs to garner support for *Michigan Steps Up!* and influence change among churches and faith-based organizations throughout Michigan.

The Faith-Based Group has promoted culturally sensitive programs that encourage healthy lifestyles by conducting training for 17 churches on the National Cancer Institute's *Body & Soul* and American Heart Association's *Search Your Heart* programs, and providing materials, follow-up and support to assist in program implementation.

The group has also promoted healthy food policies for food served on church premises and at church meetings and functions. Members have provided assistance with developing healthy food policies and printing policy guideline brochures and posters for area churches and faith-based organizations.

In FY 2005, 26 Detroit area churches implemented healthy lifestyle programs funded by the USDA, with fruit and vegetable sales after worship services, walking clubs and healthy food guidelines for church events.

Building upon the *Walk by Faith* Pedometer Challenge and the Faith Leaders' Day of Health in FY 2004, Pfizer Inc. funded development of a *Walk by Faith* Healthy Church Assessment Tool in FY 2005, planned to be piloted by 25 churches in 2006 and rolled out statewide by late summer.

In addition, the Faith-Based Group has encouraged smoke-free church policies to support a tobacco-free Michigan. In July 2005, 17 churches received training on implementing smoke-free programs. In June 2005, Dr. Wisdom and representatives of the *Body & Soul* program of the National Cancer Institute/American Cancer Society were taped at Second Baptist Church in Detroit for "Faithfully Fit," a special slated to air on the Food Network in January 2006.

- **Living in Active, Healthy Communities**

The Healthy Communities Group has focused on garnishing community engagements in the formation of health coalitions and assessment of the *Michigan Steps Up!* campaign. As a helping hand to communities, this group encourages communities to complete a health environmental assessment called the Healthy Communities Checklist (HCC). Once the HCC is completed, communities use the data to determine which of the other available community assessment tools (Promoting Active Communities, Nutrition Environment Assessment Tool, or Smoke-Free Community Assessment) to use next. Having identified their barriers related to healthy eating, physical activity, and tobacco use, communities can develop plans to make positive changes.

Office of the Surgeon General – FY 2005 Report

In FY 2005, 15 communities received grants to develop local wellness coalitions, complete assessment tools from www.mihealthtools.org and make policy and environmental changes that support the *Michigan Steps Up!* mission.

The Promoting Active Communities (PAC) award recognizes communities that are making it easier for residents to be active, and have taken action to remove barriers to physical activity. Any city, township, charter township, or village in the State of Michigan is eligible to complete the PAC self-assessment and apply for the award. As of FY 2005:

- 72 communities from 38 counties completed the PAC at least once;
- 23 communities earned an award more than once; and
- 52% of communities that earned awards more than once moved up at least one award level.

The five levels of awards for the six categories of questions in the application include: Policies and Planning for Non-Motored Transportation; Pedestrian and Bicycle Safety and Facilities; Community Resources for Physical Activity; Worksites; Schools; and Public Transportation.

For more information and resources regarding FY 2005 activities and achievements of *Michigan Steps Up!* and its stakeholder and partner organizations, please visit the *Michigan Steps Up!* website (www.michiganstepsup.org).

Strategic Priority: Protecting Families

The Surgeon General believes a significant impact can be made in protecting families by focusing on the health and well-being of women, infants and children.

- **Partnerships to Eliminate Childhood Lead Poisoning**

The Surgeon General served as co-chair of the Childhood Lead Poisoning Prevention Statewide Task Force that began in August 2003. The Final Report of the Task Force to Eliminate Childhood Lead Poisoning was presented to the Governor in November 2004. Efforts of the Task Force, in conjunction with legislative staff, resulted in the introduction and passing of four lead bills:

- Requirement for 80% testing of Medicaid-enrolled children by 2007 (P.A. 55);
- Mandated electronic reporting of blood lead tests by laboratories analyzing samples from Michigan citizens by October 2005 (P.A. 54);
- Development of a “Lead-Safe” Housing Registry for pre-1978 rental properties (P.A. 432); and,
- Establishment of the Childhood Lead Poisoning Prevention and Control Commission (P.A. 400 and 431).

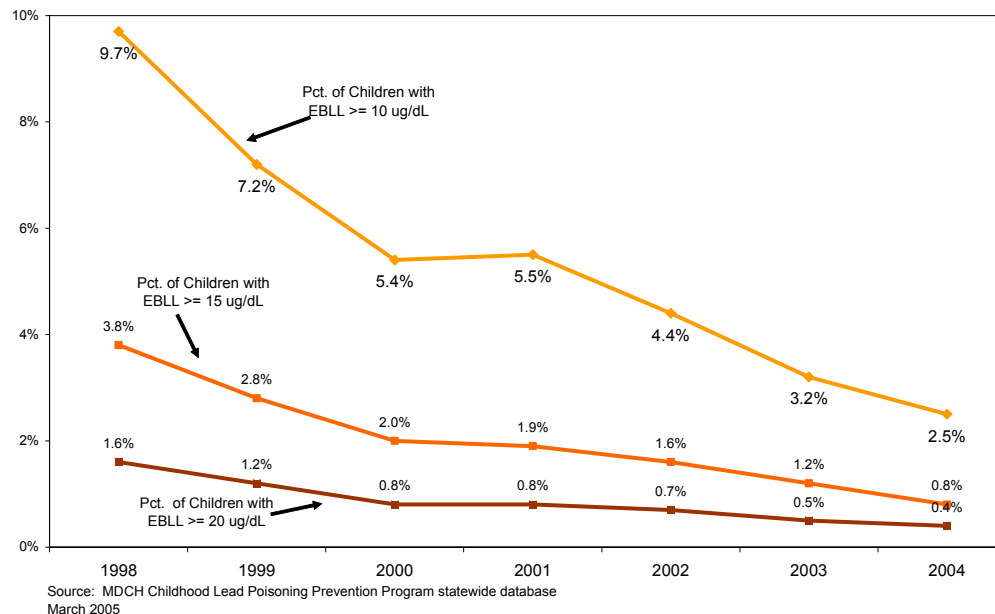
Office of the Surgeon General – FY 2005 Report

The Governor signed these pieces of legislation aimed at helping families avoid living in houses that contain lead-based paint between April and December 2004. Further, in March 2005, the Governor appointed nine individuals to the Childhood Lead Poisoning Prevention and Control Commission, chaired by the Surgeon General. This Commission met three times and held two public hearings in FY 2005. New local lead coalitions in Muskegon and Benton Harbor formed as a result of these efforts, town hall meetings, and technical support from the Get the Lead Out Coalition. As an early result of these activities, in combination with a robust media campaign and more local involvement and awareness, the number of Medicaid-eligible toddlers tested for lead poisoning increased by more than 20% from 2004 to 2005.

In Michigan, at the end of FY 2005, 47% of eligible children received a blood lead test by their second birthday (51% by age 3 and 57% by age 6).

In the city of Detroit, 71% of eligible toddlers were tested by age 3.

Elevated Blood Lead Levels (EBLL) in Michigan Children under Age Six, 1998 - 2004



Office of the Surgeon General – FY 2005 Report

- **Partnerships to Reduce Unintended Pregnancies**

As charged by the Governor, in conjunction with the “Blueprint for Preventing Unintended Pregnancies,” Dr. Wisdom has been leading with Governor’s office staff the launch of *Talk Early & Talk Often*, a community-based training program to give parents of middle-schoolers the tools they need to open up communication with their children about important issues of sexuality and abstinence. In FY 2005, 45 workshops had been scheduled across the State of Michigan for the *Talk Early & Talk Often* initiative. Dr. Wisdom appeared in multiple media with planned interviews regarding the program on CBS Morning and other national press. Additional resources and services are available for Michigan parents through the MI Parent Resources website (www.michigan.gov/miparentresources). Dr. Wisdom also is leading an implementation strategy for another key component of the Blueprint - a recently approved federal Medicaid waiver to expand access to family planning services for low-income women at or below 185 percent of poverty who reside in Michigan and meet Medicaid citizenship requirements.

Approximately 40% of all pregnancies in Michigan, and 65% of Medicaid births, are from unintended pregnancies. Reducing the number of unintended pregnancies by just 10% would result in over \$27 million in savings in Medicaid expenditures.

- **Partnerships to Reduce Infant Mortality**

The Office of the Surgeon General continued its commitment to engaging in collaborative efforts to decrease infant mortality. The number of infant deaths in Michigan for 2004 were the lowest level on record, 7.6 per 1,000 live births, compared to 8.5 per 1,000 live births in 2003. Implementation of the Nurse Family Partnership program continued in FY 2005, a proven program relative to improving birth outcomes, in four of the highest African American infant mortality rated communities in Michigan (Benton Harbor, Detroit, Grand Rapids, and Pontiac). Dr. Wisdom’s efforts included:

- Worked closely with Benton Harbor on monitoring their infant mortality plan.
- Keynote speaker at Infant Mortality Summit hosted by Senator Gilda Jacobs of Huntington Woods.
- Participated in planning meeting of 11 communities receiving state infant mortality reduction grants.

Strategic Priority: Protecting Communities

The Surgeon General has called to action individuals to motivate their communities and inspire change, embracing prevention practices and investing in a prevention-focused health improvement agenda.

Office of the Surgeon General – FY 2005 Report

- **Preventing and Reducing Suicide**

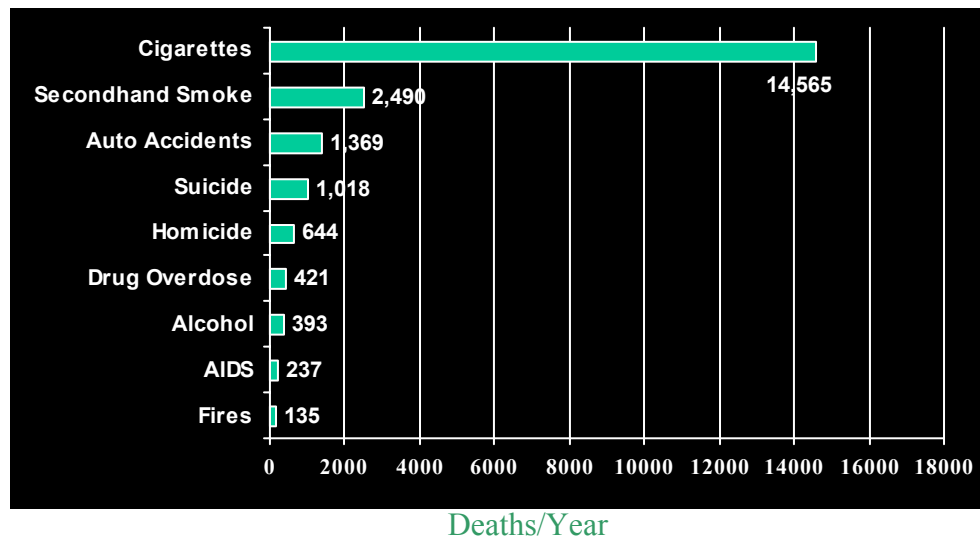
Suicide deaths in Michigan (1,018) topped deaths related to homicide (644) and HIV/AIDS (237) combined, in 2003.

Therefore, on September 25, 2005, the Surgeon General in conjunction with community partners introduced a new state policy blueprint designed to prevent suicides and reduce the number of citizens that attempt suicides annually.

The Michigan Suicide Prevention Plan, a comprehensive long-term strategy to engage stakeholders and address suicide at a state level, was developed by the Michigan Suicide Prevention Coalition. The plan aligns with the National Strategy for Suicide Prevention and includes steps to:

- Increase awareness that suicide is preventable and reduce the stigma associated with mental illness;
- Reduce the number of suicide attempts among Michigan youth;
- Promote efforts to reduce access to lethal means and methods of suicide, including creating public information campaigns designed to reduce the accessibility of lethal means in the home;
- Enhance the recognition of high-risk individuals within communities, and improve response times to people that are identified as high risk;
- Support and promote research on suicide and suicide prevention;
- Develop and implement community-based prevention programs; and,
- Improve access to community mental health and substance abuse services.

Causes of Preventable Death
Michigan Residents, 2003



Source: Michigan Health Statistics, SAMMEC 3.0, U.S. Environmental Protection Agency & Michigan Fire Incident Reporting System

Office of the Surgeon General – FY 2005 Report

- **Creating a Health Infrastructure Prepared for Chemical and Biological Terrorism**

The Office of the Surgeon General has been a part of ongoing efforts and a participant in exercises to enhance the ability of communities to respond to threats of bioterrorism. As a speaker at a National Public Health Week event – Emergency Preparedness Day on April 8, 2005 – the Surgeon General encouraged families to be aware of potential types of disasters, information on emergency events, and to create a personal emergency plan.

The State's Office of Public Health Preparedness, MDCH, worked in 2005 to develop a booklet informing the community of basic information about potential disasters and disease outbreaks, entitled, "Preparing for a Public Health Emergency – What You Need to Know."

- **Increasing Blood Donations**

The State of Michigan Employee Blood Challenge, which the Surgeon General is championing at the Governor's request, received Cabinet support in August 2005, and was scheduled for announcement at a major press conference in October 2005. The Surgeon General's role included planning for a meeting of Challenge "Ambassadors" representing all aspects of state government. All departments and offices within State government are participating in the innovative public service program, with an overall goal to increase employee blood donations by 20 percent between November 2005 and October 2006.

Strategic Priority: Eliminating Health Disparities

The Surgeon General continues to champion the effort to reduce racial and ethnic disparities in health. According to MDCH (2005), racial/ethnic minorities have higher rates of tobacco use, cancer, stroke, diabetes, cardiovascular disease, and obesity. In 2005, 12 organizations were awarded grants for Health Disparities Reduction. The goals of the Health Disparities Reduction and Minority Health Program are to:

- Increase awareness of health disparities by disseminating data.
- Decrease the burden of disparities by distributing information on public health interventions with proven effectiveness.
- Establish a systematic approach to interdepartmental collaboration and communication.

- **Reducing Diabetes-Related Health Disparities**

The Surgeon General served as co-chair of the Diabetes Policy Advisory Council, launching the Michigan Diabetes Strategic Plan in October 2003. This plan established a unified course of action to help reduce the increasing prevalence and burden of the disease, specifically addressing populations most at risk for diabetes and diabetes complications. Recommendations of the

Office of the Surgeon General – FY 2005 Report

plan continued to be rolled out in FY 2005, specifically targeted to address the populations most at risk for diabetes and diabetes complications.

- **Reducing Disparities in Unintended Pregnancies**

Unintended pregnancy rates are highest for:

- Low-income women;
- Unmarried women;
- African-American women;
- Teens;
- Women between the ages of 20 and 29;
- Women with less than a high school diploma or GED;
- Women with no insurance; and,
- Women on Medicaid.

Michigan's Surgeon General, promoting the Governor's "Blueprint for Preventing Unintended Pregnancies," continued efforts in FY 2005 to expand family planning, provide contraceptive equity, and launch the *Talk Early & Talk Often* initiative.

- **Reducing Racial Disparity in Infant Mortality**

While Michigan's infant mortality rates for 2004 were the lowest on record, the disparities between deaths of African American and white infants remain. While the infant mortality rate decreased from 6.7 per 1,000 live births in 2003 to 5.3 per 1,000 live births in 2004, the African American infant mortality rate was much higher and only decreased from 17.5 per 1,000 live births in 2003 to 17.3 per 1,000 live births in 2004.

Supported by the Office of the Surgeon General, an important state initiative designed to improve African American infant mortality is focused on the communities in Michigan with the highest infant mortality rates. Michigan communities with the greatest racial disparity in infant mortality include: Oakland, Genesee, Kalamazoo, Saginaw, Berrien, Macomb, Kent, Ingham, Detroit, Wayne and Washtenaw. In FY 2005, these targeted high-risk communities established coalitions to bring together key stakeholders to work together to develop a community-based plan for improving African American birth outcomes.

Office of the Surgeon General – FY 2005 Report

Special Events and Recognitions

The Surgeon General continues to mobilize individuals, families, and communities as part of “Surgeon General Rounds.” In FY 2005, the Surgeon General spoke at 77 conferences and events and performed more than 100 media interviews.

Michigan Surgeon General Kimberlydawn Wisdom has received numerous local and national Special Recognitions during FY 2005, including:

- **January 2005:** Guest-speaking at the Governor’s Mansion of Wisconsin Governor Jim Doyle regarding Michigan’s tobacco tax and strategies used to enact it.
- **March 2005:** Recognition by the Benton Harbor Health Department for working with the community in implementing their Strategic Plan.
- **April 2005:** Surgeon General’s role in Public Health Week Awareness Campaign and acknowledgement of “Hometown Health Heroes,” honoring those who have made remarkable contributions to protecting, promoting or preserving the health of Michigan residents in their local communities.
- **May 2005:** Delivered the commencement address for the Morehouse School of Medicine in Atlanta, Georgia, and received an honorary doctorate by the 16th U.S. Surgeon General David Satcher.
- **June 2005:** Delivered the commencement address at the University of Detroit Dental School.
- **June 2005:** Received special recognition from the Michigan Council of Maternal and Child Health, as a “Community Champion” for working on maternal and child health issues.
- **August 2005:** Invited by the National Governor’s Association to the Best Practices Forum in Utah.
- **FY 2005:** Invitation to serve on the statewide Organ Donation Advisory Committee.

Dr. Wisdom’s role and office are currently the subject of a University of Michigan School of Public Health case study to describe the context in which an Office of the Surgeon General was created and executed at a state level; explore the events, relationships, attitudes and beliefs of those state and local agencies, organizations and their representatives with ties to or collaboration with the office; and propose conclusions regarding the effectiveness, value and challenges of the position.

Office of the Surgeon General – FY 2005 Report

Appendix I: *Michigan Steps Up!* Stakeholders

BUSINESS WORKGROUP:

Accident Fund Insurance Company of America
American Cancer Society
American Heart Association - Greater Midwest Affiliate
Blue Cross Blue Shield of Michigan
Brogan & Partners
Compuware Corporation
Daimler Chrysler Corporation
Deep Lake
DeGrow & Associates, Inc.
Delphi
Dept. of Labor & Economic Growth
Eaton Corporation
Foamade Industries
Foundation for a Healthy Community
Frankenmuth Mutual Insurance Company
Gemini Group Health & Wellness
General Motors Corporation
Office of the Governor
Grand Rapids Area Chamber of Commerce

Greater Detroit Area Health Council
Health Alliance Plan
Health Management Research Center
Holtyn & Associates
Jackson National Life
Johnson & Johnson
Kalamazoo County Health & Human Services
Lakeland Care, Inc.
Lansing Regional Chamber of Commerce
Livingston County Department of Public Health
Michigan Education Special Services Association
MI Dept. of Civil Service, Employee Health & Wellness
Michigan Association of Broadcasters
Michigan Economic Development Corp.
Michigan Fitness Foundation
Michigan Health & Hospital Assn
Michigan Legal Services
Michigan Restaurant Association
Michigan State Building and Construction Trades Council

Michigan State Medical Society
Miller Canfield
ODL, Inc.
Operating Engineers Local 547
Seyferth Spaulding Tennyson
Small Business Assoc. of Michigan
Sparrow Comm. Health Education
StayWell Health Management
Success Point Marketing, Inc.
T.E.A.M.
TI Automotive Systems
U of M Tobacco Research Network
UBS Financial Services, Inc.
United Auto Workers International Union
WEYCO, Inc.
Whirlpool
Wolohan Lumber Company

HEALTHCARE WORKGROUP:

MSU Institute for Health Care Studies
National Kidney Foundation
MI Academy of Family Physicians
MI Peer Review Organization
MI Association for Local Public Health
Foote Health System
Henry Ford Health System

MI Council of Nurse Practitioners
March of Dimes -MI
American Heart Association-Midwest Affiliate
American Lung Assn. of MI
Johnson and Johnson
MSU Dept. of Pediatrics
Novo Nordisk Pharmacy

FACT MSU
Children's Hospital of MI
Concentra Medical Center
MI Health & Hospital Assn.
Michigan State Medical Society
U of M Health Management/Policy American Academy of Pediatrics-MI

Office of the Surgeon General – FY 2005 Report

MSMS Alliance
MI Dietetic Assn.
Huron Medical Center
MI Assn. of Health Plans
MSU College of Human Medicine
American Diabetes Assn.
MI Nurses Assn.

American College of Women's Health
MI Health Council
Blue Cross Blue Shield of MI
U of M School of Public Health
MI Academy of Physician's Assistants
MI Primary Care Assn.
MI Council for Material and Child Health

American Cancer Society
MESSA
MI Integrative Medicine
MI Osteopathic Assn.
MI Pharmacists Assn.
MSU College of Nursing
MI Department of Community Health

COMMUNITY WORKGROUP:

American Diabetes Association
American Heart Association - Greater Midwest Affiliate
American Lung Association of Michigan
Bronson ProHealth Wellness Services
Cadillac Area Community Health Coalition
Capital Area District Library
Department of Human Services
Governor's Council on Physical Fitness
Henry Ford Health System Institute on Multicultural Health
Inter-Tribal Council of Michigan
League of Michigan Bicyclists
March of Dimes
Mayor Kwame M. Kilpatrick's Office

Michigan Association of Broadcasters
Michigan Association of Local Public Health
Michigan Association of United Ways
Michigan Community Action Agency Association
Michigan Department of Agriculture
Michigan Dept. of Community Health- Mental Health Svc. For Children & Families
Michigan Fitness Foundation
Michigan Food Policy Council
Michigan 5-A-Day Coalition
Michigan Land Use Institute
Michigan Public Health Institute
Michigan Recreation and Park Association
Michigan Restaurant Association
Michigan State University

Michigan State University Extension
MSU Extension Obesity Council/Community Food Systems
Michigan Townships Association
Mid-Michigan District Health Dept.
National Kidney Foundation of Michigan
Prevention Network
Rails to Trails Conservancy Michigan Chapter
REACH Detroit Partnership
St. Clair County Community Mental Health
St. Mary Mercy Hospital
The Asian Center
Three Rivers Health Foundation
Tobacco-Free Michigan
Wexford Missaukee Multi Purpose Collaborative Body

FAITH-BASED WORKGROUP:

Saginaw Valley State University
Detroit Area Agency on Aging
University of Michigan Health Systems
Henry Ford Health System
Wayne State University
Providence Hospital Congregational Health

Bristol-Meyers Squibb
American Cancer Society Great Lakes Division, Inc.
Governor's Office for Community & Faith-Based Initiatives
St. Joseph Mercy Hospital
Faith Access to Community Economic Development
American Diabetes Association

Providence St. John
American Heart Association Midwest Affiliate
Detroit Department of Health & Wellness Promotion
Michigan Public Health Institute

Office of the Surgeon General – FY 2005 Report

SCHOOLS WORKGROUP:

American Cancer Society
American Heart Association
Blue Cross Blue Shield of Michigan
Comprehensive School Health Coordinators
Association
Gordon Food Service
Governor's Council on Physical Fitness, Health &
Sports
Inter-Tribal Council of Michigan

Michigan Assoc. for Health, Physical Education,
Recreation and Dance
Michigan Association of School Boards
Michigan Association of School Nurses
Michigan Dental Association
Mich. Dept. of Community Health
Michigan Department of Education
Michigan Diabetes Outreach Network
Michigan Education Association

Michigan Education Special Services Association
Michigan Fitness Foundation
Michigan Parent, Teacher, Student Association
Michigan State University Extension
Michigan Team Nutrition
National Kidney Foundation of Michigan
School Community Health Alliance of Michigan
School Nutrition Association of Michigan
United Dairy Industry of Michigan

Office of the Surgeon General – FY 2005 Report

Appendix II: Primary Care Initiative (PCI) Stakeholders

Prefix	F Name	L Name	Organization
Dr.	Terrance	Albrecht	Karmanos Cancer Institute
Dr.	Gwen	Alexander	Josephine Ford Cancer Ctr. Henry Ford Health System
Ms.	Ann	Andrews	National Kidney Foundation of Michigan
Ms.	Vernice	Anthony	Greater Detroit Area Health Council, Inc.
Dr.	James	Applegate	Advantage Health
Dr.	George	Baker	Michigan Department of Community Health
Mr.	Kenneth	Baker	Altarum Institute
Ms.	Monica	Balderson	Michigan Department of Community Health
Dr.	Charles	Barone II	Henry Ford Health System
Mr.	Patrick	Barrie	Michigan Department of Community Health
Dr.	Henry	Barry	Michigan State University
Ms.	Marie	Beisel	MPRO
Mr.	Mark	Bertler	MALPH
Mr.	Jack	Billi	University of Michigan
Ms.	Susan	Blonshine	TechEd Consultants, Inc.
Mr.	Andrew	Booth	Michigan Academy of Physician Assistants
Dr.	Kent	Bottles	Medical Education & Research Center for Health Professions
Ms.	Karen	Boyer	Michigan Department of Community Health
Ms.	Denise	Boyle	Michigan Council of Nurse Practitioners
Ms.	Lynn	Breer	Michigan Public Health Institute - CHROP
Dr.	Gerard	Breitzer	Michigan State University
Ms.	Peggy	Brey	Office of Services to the Aging
Ms.	Melanie	Brim	Michigan Department of Community Health
Ms.	Patricia	Brookover	Michigan Department of Community Health
Dr.	Robert	Burack	Wayne State University - Karmanos Cancer Institute
Ms.	Suzette	Burkitt-Wesolek	Michigan State University
Ms.	Carol	Callaghan	Michigan Department of Community Health
Ms.	Gail	Campana	Michigan Association of Health Plans
Mr.	Michael	Carr	Michigan Public Health Institute
Ms.	Alethia	Carr	Michigan Department of Community Health
Ms.	Judith	Case	Michigan Health & Hospital Association
Ms.	Jean	Chabut	Michigan Department of Community Health

Office of the Surgeon General – FY 2005 Report

Prefix	F Name	L Name	Organization
Dr.	Michael	Chernew	University of Michigan
Ms.	Jean	Chickering	Michigan Department of Community Health
Mr.	Jan	Christensen	Michigan Department of Community Health
Ms.	Molly	Cotant	Michigan Department of Community Health
Ms.	Denise	Cyzman	MDCH - Diabetes, Kidney & Other Chronic Diseases
Dr.	Paul	Dake	
Ms.	Debra	Darling	Michigan State University
Mr.	Glenn	Davis	Michigan Department of Community Health
Ms.	Loretta	Davis-Satterla	Michigan Department of Community Health
Dr.	Peter	Dews	Wayne State University
Mr.	Dan	Diepenhorst	Michigan Department of Community Health
Ms.	Deb	Dillingham	American Cancer Society, Great Lakes Division
Mr.	Ed	Dore	Michigan Department of Community Health
Mr.	John	Dowling	Michigan Department of Community Health
Ms.	Frances	Downes	Michigan Department of Community Health
Ms.	Stacey	Duncan-Jackson	Institute for Health Care Studies - MSU
Dr.	Debera	Eggleston	Michigan Department of Community Health
Mr.	David	Ellis	MEMRI c/o The Detroit Medical Center
Ms.	Sheila	Embry	Michigan Department of Community Health
Ms.	Mary Anne	Ford	MAHP Foundation
Mr.	Art	Franke	National Kidney Foundation of Michigan
Mr.	Randy	Gavorin	Michigan State Medical Society
Ms.	Sharon	Gire	Michigan Department of Community Health
Dr.	Anupam	Goel	University Health Center
Dr.	Jonathan	Gold	Michigan State University
Dr.	Kyle	Grazier	University of Michigan
Dr.	Lee	Green	University of Michigan
Dr.	Michael	Grossman	Twin Cities Medical Clinic
Mr.	William	Hart, Jr.	Michigan Department of Community Health
Dr.	John	Haughton	DocSite
Ms.	Sue	Haviland	Michigan Department of Community Health, Cancer Prevention and Control
Ms.	Donna	Hines	Michigan Academy of Physician Assistants
Mr.	Joseph	Hohner	Blue Cross Blue Shield of Michigan
Ms.	Deborah	Hollis	Michigan Department of Community Health
Ms.	Denise	Holmes	MSU Institute for Health Care Studies

Office of the Surgeon General – FY 2005 Report

Prefix	F Name	L Name	Organization
Dr.	Jodi	Holtrop	Michigan State University
Ms.	Marlene	Hulteen	Michigan Health & Hospital Association
Ms.	Rochelle	Hurst	Michigan Department of Community Health
Dr.	Christine	Joseph	Henry Ford Health System, Biostatistics & Research
Ms.	Irene	Kazieczko	Michigan Department of Community Health
Ms.	Margaret	Keeler	Ingham County Health Department
Mr.	Edmund	Kemp	Michigan Department of Community Health
Mr.	John	Kerr	Greater Detroit Area Health Council, Inc.
Dr.	Marc	Keshishian	Blue Cross Blue Shield of Michigan
Ms.	Janet	Kiley	Michigan Department of Community Health
Dr.	Charles	Kilo	GreenField Health Systems
Dr.	Gary	Kirk	Michigan Department of Community Health
Ms.	Jeanette	Klemczak	Michigan Department of Community Health
Mr.	Daniel	Ladd	Grand Traverse Heart Associates
Ms.	Kathi	Landon	Michigan Department of Community Health
Dr.	Paula	Lantz	University of Michigan
Ms.	Lynn	Lawlor	Pontiac Teen Health Center
Ms.	Liz	Lawrence	Michigan State University - AHEC Program
Ms.	Stacey	Leatherwood	Henry Ford Health System - Adolescent Medicine
Ms.	Nancy	Lindman	Michigan Association of United Way
Dr.	Geoffery	Linz	Ingham Regional Medical Center
Ms.	Sheryl	Lowe	Blue Cross Blue Shield of Michigan - MQIC
Ms.	Carol	Lowe	Michigan Department of Community Health
Dr.	Judith	Lyles	Michigan Department of Community Health
Ms.	Sarah	Lyon-Callo	Michigan Department of Community Health
Ms.	Lee	McDonagh	Michigan Dietetic Association
Dr.	Phyllis	Meadows	Detroit Department of Health and Wellness Promotion
Mr.	David	Mendez	University of Michigan
Dr.	Barbara	Menzies	Blue Cross Blue Shield of Michigan
Ms.	Linda	Messmer	Integrated Health Associates
Ms.	Karen	Meyerson	Pediatric & Adult Asthma Network of W. Michigan
Ms.	Corinne	Miller	Michigan Department of Community Health
Mr.	Quentin	Moore	Michigan Public Health Institute
Ms.	Susan	Moran	Michigan Department of Community Health
Mr.	Rick	Murdock	Michigan Association of Health Plans

Office of the Surgeon General – FY 2005 Report

Prefix	F Name	L Name	Organization
Ms.	Linda	Myers	Michigan Department of Information Technology
Ms.	Pooja	Naik	Michigan State Medical Society
Dr.	Donald	Nease	University of Michigan
Ms.	Deborah	Nelson	Michigan State Medical Assistant Society
Ms.	Carrie	Nestell	Michigan Department of Community Health
Ms.	Marolee	Neuberger	Western Michigan Area Health Education Center
Ms.	Loretta	Neville	Michigan Public Health Institute
Ms.	Julie	Novak	Michigan State Medical Society
Dr.	Megumi	Okumura	University of Michigan
Ms.	Janet	Olszewski	Michigan Department of Community Health
Mr.	Gilbert	Omenn	University of Michigan
Mr.	Dennis	Paradis	Michigan Osteopathic Association
Mr.	Robert	Parrish	Future Directions in Health Care, Inc.
Ms.	Nicole	Pascaru	American Diabetes Association, Michigan & Northwest Ohio
Ms.	Betsy	Pash	Michigan Department of Community Health
Mr.	Giovanino	Perri	Michigan Department of Community Health
Dr.	Tom	Peterson	Healthier Communities
Dr.	Thomas	Petroff	McLaren Health Plan
Dr.	Joanne	Pohl	U of M - Nat'l Network Nurse Managed Center
Ms.	MaryPat	Randall	Registered Nurses Association In Michigan
Ms.	Katie	Randolph	Detroit Department of Health and Wellness Promotion
Mr.	Paul	Reinhart	Michigan Department of Community Health
Ms.	Diane	Revitte	MDCH - WIC Division, Nutrition Program and Evaluation Section
Dr.	Myral	Robbins	Michigan Association of Osteopathic Family Physicians
Ms.	Mikelle	Robinson	Michigan Department of Community Health
Mr.	Charles	Roehrig	Altarum Institute
Dr.	Thomas	Ruane	Blue Cross Blue Shield of Michigan
Dr.	Anita	Sandretto	University of Michigan
Ms.	Chris	Sangalli	Michigan Society of Healthcare Risk Mgmt.
Ms.	Kathy	Sather	Cherry Street Health Center
Ms.	Linda	Scarpetta	Michigan Department of Community Health
Dr.	Mary Jean	Schenk	Wayne State University
Dr.	Kendra	Schwartz	Wayne State University Medical School
Ms.	Mary	Scoblic	Michigan Department of Community Health
Ms.	Celeste	Scott	American Diabetes Association

Office of the Surgeon General – FY 2005 Report

Prefix	F Name	L Name	Organization
Ms.	Vicky	Scott	Rainbow Rehabilitation Centers
Mr.	Paul	Shaheen	Michigan Council for Maternal & Child Health
Ms.	Kim	Sibilsky	Michigan Primary Care Association
Dr.	Tom	Simmer	Blue Cross Blue Shield of Michigan
Ms.	Amy	Slonim	Michigan Public Health Institute
Ms.	Linda	Smith-Wheelock	National Kidney Foundation of Michigan
Ms.	Rebecca	Start	CSHCS
Mr.	Ron	Stavale	Michigan Academy of Physician Assistants
Ms.	Kathleen	Stiffler	Michigan Department of Community Health
Ms.	Carrie	Tarry	Michigan Department of Community Health
Dr.	Nik	Tchopev	Molina HealthCare of Michigan
Ms.	Velma	Theisen	Michigan Department of Community Health
Dr.	Tim	Tobolic	Byron Family Practice
Dr.	Trissa	Torres	Genesis Health System
Dr.	Adam	Tremblay	VA Medical Center
Dr.	Bruce	Trusock	Portage Health System
Dr.	Virginia	Uhley	U of M Health System Ctr. for Integrative Medicine
Ms.	Paulette	Valliere	Michigan Department of Community Health - Cancer Prevention and Control
Dr.	Jeannie	Vancleave	University of Michigan
Mr.	Larry	Wagenknecht	Michigan Pharmacists Association
Ms.	Diane	Weaver	Michigan Public Health Institute
Dr.	Teresa	Wehrwein	Institute for Health Care Studies College of Nursing
Mr.	Jeffrey	Weihl	Interactive Solutions Group
Dr.	Lowell	Weiner	L. Weiner & Associates Consultants
Dr.	Jack	Wheeler	University of Michigan
Ms.	Linda	White	Michigan Department of Community Health
Ms.	Diane	Whiton	Michigan Department of Community Health
Mr.	Bruce	Wiegand	Michigan Primary Care Association
Dr.	Kimberlydawn	Wisdom	Michigan Department of Community Health
Dr.	Michael	Zaroukian	Michigan State University